



MEMORANDUM

TO: Honorable Alex Penelas, Mayor
Honorable Chairperson Barbara Carey-Shuler, Ed.D.
and Members, Board of County Commissioners

DATE: September 24, 2003

FROM: George M. Burgess
County Manager

SUBJECT: 2003 Resident
Satisfaction
Survey Results

In August of 2002, we reported to you that we engaged an external firm to help us implement two satisfaction survey efforts, one for countywide residents and another for Unincorporated Municipal Services Area residents. I am pleased to announce that we recently received the analyzed results of the two surveys. Each survey was comprehensive in scope, containing over 100 questions, and each was sent to a random sample of 7,500 residents. We intend to use the results to identify areas where we need to improve our services and to help gauge our performance over time.

To fully brief you regarding the survey results and how they will be incorporated into our organization, my office will be contacting you during the next week to set up a briefing meeting. Below please find a very high-level summary of the survey results and how we intend to use them.

Survey Results

The County contracted with *The Hay Group*, an internationally renowned survey organization, to conduct and analyze our surveys. Overall, they found six major themes common to the results of both surveys. These themes identify the issues and areas of opportunity that are of greatest importance to residents:

- Communication with Residents
- Respect for Resident Concerns
- Trust in Government
- Economic Development
- Safety and Security
- Transportation Services and Infrastructure

County government is perceived favorably (59% favorable or better) in the provision of the following specific service areas:

- Airport
- EMS
- Fire
- Library
- Parks Ground Maintenance
- Police
- Seaport
- Street Signs
- Trash and Recycling
- Water Service Treatment
- Miami-Dade County Portal

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Specific service areas that respondents rated unfavorably (26% unfavorable or more) include:

- Building Code Enforcement
- Health and Human Services
- Land Development Countywide and in Neighborhoods
- Property Tax Appraisal
- Storm Drainage & Flooding
- Street Cleanliness & Smoothness
- Transportation

Use of the Survey Results

Below please find an overview of how we intend to use the survey results:

- 1) Create a baseline from which to compare results from future survey implementations.
- 2) Integrate the customer service concerns and expectations identified in the survey into the County's 311 Answer Center protocol.
- 3) Provide feedback regarding how well we are meeting our mission, strategic themes, guiding principles, and, in some cases, specific performance measures identified in the strategic planning process. Integrate this information into department business plans and use the survey results to highlight priority areas of improvement.
- 4) Distribute the survey results to department Directors and Assistant County Managers, so that management can use the survey results to, among other things, promote employee morale, target improvement needs, or as a means to open a dialogue with our workforce regarding how to improve our performance.

The public will be informed of the survey results and related plans for improvement by making the relevant findings available on the County portal and County newsletters to our community.

Again, we look forward to meeting with each of you and your staff to discuss the results of the surveys in greater detail, and to discuss how the County intends to use the results to improve performance. If you have any questions regarding the survey process or results, please do not hesitate to contact me or Corinne Brody in my office.

- c: Honorable Harvey Ruvin, Clerk of Courts
Honorable Joseph P. Farina, Chief Judge
Robert Ginsburg, County Attorney
Corinne Brody, Special Assistant, Strategic Management Initiatives
Tony E. Crapp, Sr., Assistant County Manager
Pedro G. Hernandez, P.E., Assistant County Manager
Alina Tejeda Hudak, Assistant County Manager
Bill Johnson, Assistant County Manager
Barbara Jordan, Assistant County Manager
Alex Munoz, Assistant County Manager
Susanne M. Torriente, Assistant County Manager
Robert Meyers, Executive Director, Commission on Ethics